

# ONLINE GROUP B PRESENTATION



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# INTRODUCTION

- Technology in any business improves its overall growth and enhances its productivity.
- Introducing modern technology helps to induce the production as well as the sale in the retail industry.
- Many challenges have to be faced by the organisation to introduce new technology in their industry.
- Modern technology helps to boost the company's growth along with the market revenue.



# BACKGROUND OF THE ORGANISATION



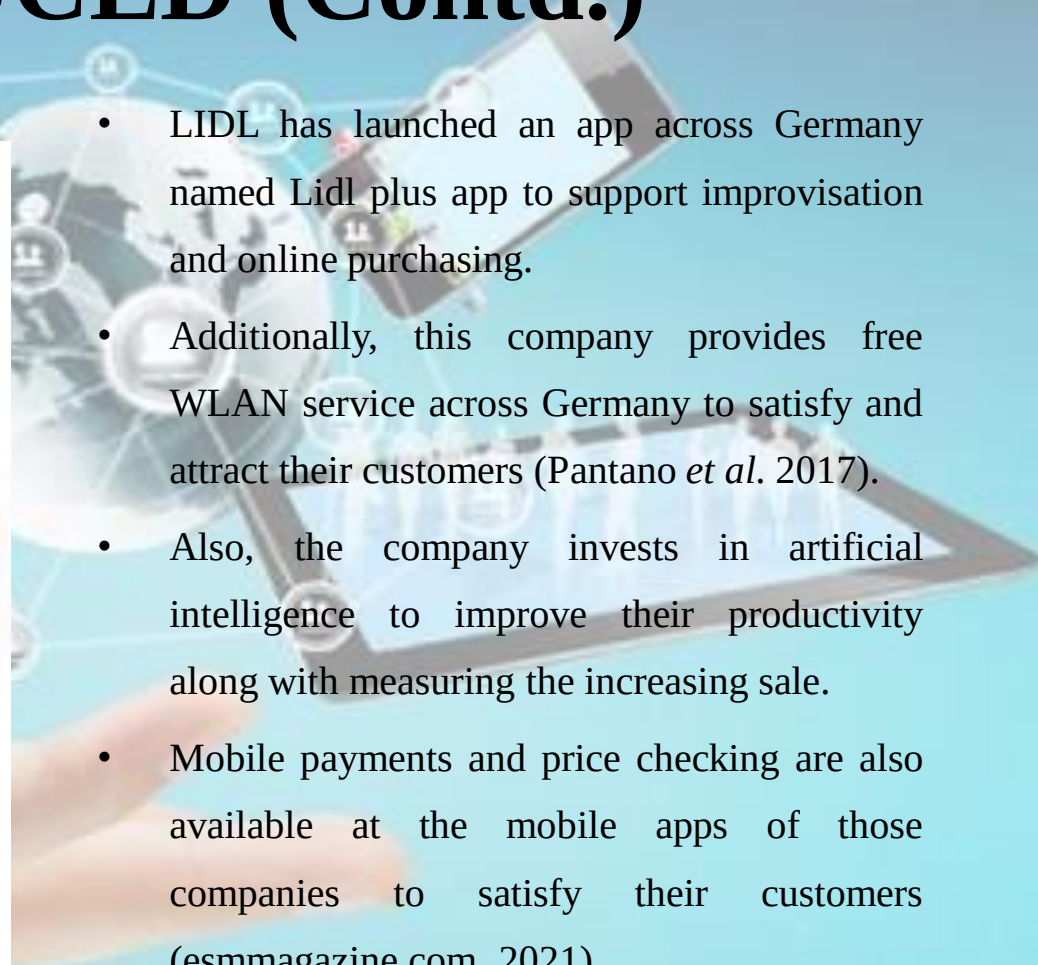
- LIDL is a retail company in the UK that has more than 800 stores (lidl.co.uk, 2021).
- The company serves 13 regional centres for distributing their products across the UK.
- The company serves the highest quality products with the lowest possible price along with the aim to get long term success (Pantano and Gandini, 2018).
- LIDL continuously changes to become better in their retail market which includes using recycled plastics.
- Meanwhile, the company aims to serve leading quality food with fewer prices along with giving ultimate customer satisfaction (lidl.co.uk, 2021).

# THE IMPACT OF TEHNOLOGY INTRODUCED

- The company has introduced a lot of technologies to give their customers better service.
- Introducing those technologies helps the company to grow financially along with providing an overall growth structure.
- The company has mobile apps that support online purchasing, online services to pick up, and stock management services through software (Moorhouse *et al.* 2018).
- In addition to this, the company has a gaming app and a service to support the streaming of movies and music.



- LIDL has 1000 stores in Germany, 1000 named Lidl stores in Germany and online presence
- Additionally, LIDL has a WLAN service to attract their customers
- Also, the LIDL has a high level of intelligence along with the



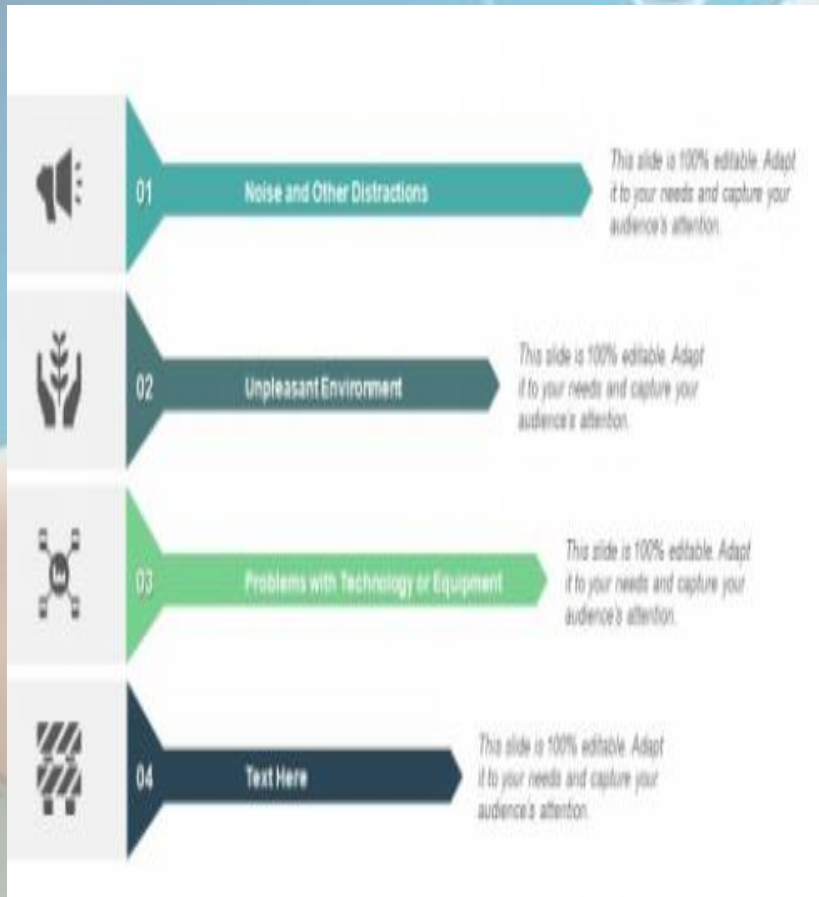
- LIDL has launched an app across Germany named Lidl plus app to support improvisation and online purchasing.
- Additionally, this company provides free WLAN service across Germany to satisfy and attract their customers (Pantano *et al.* 2017).
- Also, the company invests in artificial intelligence to improve their productivity along with measuring the increasing sale.
- Mobile payments and price checking are also available at the mobile apps of those companies to satisfy their customers (esmmagazine.com, 2021).

# THE CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

- Before introducing modern technologies the company has faced many challenges in the retail sector which drawbacks to their profits (Von Briel, 2018).
- Reinventing shopping cannot be done before introducing modern technologies as easily as it is done now.
- A lot of issues regarding security and data breaches are shown in the company that affect the company's reputation as well as financial growth.
- Challenges regarding online payments and store visits will happen to the customers of LIDL (esmmagazine.com, 2021).



# THE CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY(Contd.)



- Maintaining visibility along with competitiveness is considered a big challenge before introducing modern technologies.
- Satisfying customers across the UK and providing services across all outlets are facing challenges before using modern technologies.
- Checking product price and retaining customers are also considered as the challenging aspect for the company before using newer technologies (Andoni *et al.* 2019).
- The billing system is slow and customers have to queue for billing which leads the customers unsatisfied and makes a big issue for this retail market.

# INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

- LIDL mainly uses three modern technologies to improve their overall business including artificial intelligence, concepts of checking-out free after purchasing, and voice ordering system (Pantano, E. and Vannucci, 2019).
- The company uses AI technology to completely change their grocery supermarket sector.
- In the company “smart cart” is used as AI technology which enables to check the price of the products after putting it in the grocery trolley.
- Products are auto scanned in the trolley and customers are charged from their accounts (Kollarova, 2020).



# INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED(Contd.)



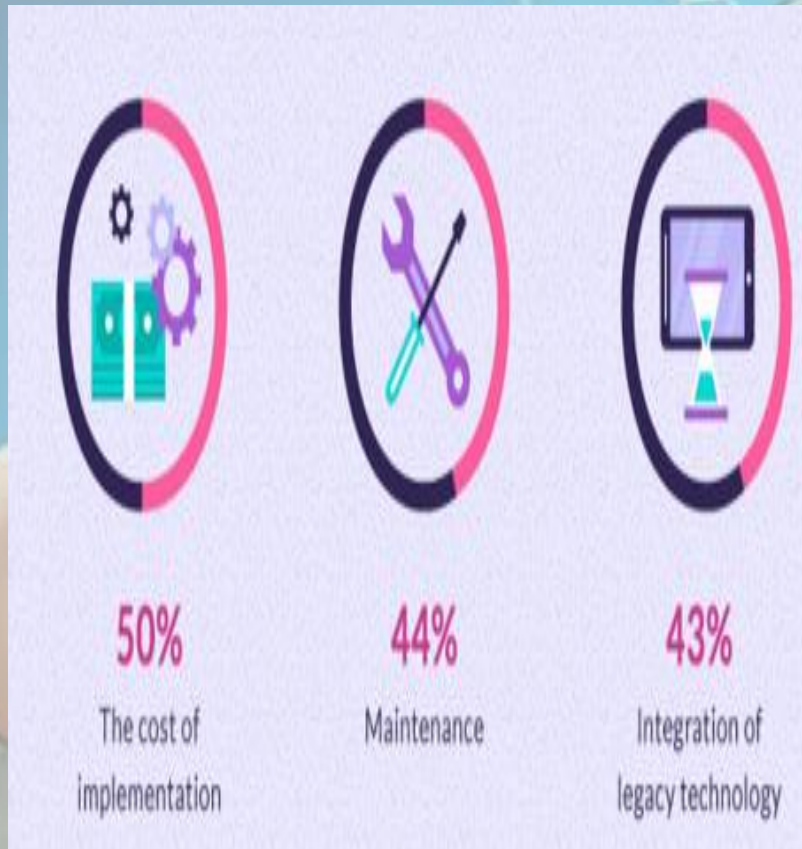
- Additionally, the company also uses voice recording purchasing which enhances the sale of most common products (Panduric *et al.* 2020).
- Lidl provides a product named Hiku, which is attached to the fridge and allows us to listen with the required products.
- In addition to this, the company allows the customers to check out free after shopping without paying physically.
- This process enables the process of cashless payment (Pires *et al.* 2019).

# IMPACT OF MODERN TECHNOLOGY

- Modern technology over the traditional technologies helps to enhance the logistic practice that endures the organisation's growth.
- The adoption of modern technology enables the use of cross-docking techniques to avoid storage problem (Galvez *et al.* 2018).
- The digitalization process becomes easier along with globalising the farm through adopting modern technologies.
- Retaining and attracting customers becomes easier along with providing the ultimate services (Melumad *et al.* 2021).



# IMPACT OF MODERN TECHNOLOGY (Contd.)



- Technology allows the company to keep in touch with them which induce a healthy relationship and build loyalty and trust among the customers (Madsen, 2020).
- Adoption of new technologies enhances the factor of customer satisfaction by providing the best quality services.
- Consumption of time for both the customers and the staff reduced through implementing the modern technologies (Diallo, and Collin-Lachaud, 2019).
- Modern technology also helps the company to boost up its production and sales through providing online services.

# RECOMMENDATIONS

- The company is recommended to implement more technologies to become successful in the global market (Talwar *et al.* 2020).
- LIDL is advised to adopt the VR techniques to redesign and visualise their stores.
- Additionally, the company is also recommended to implement omnichannel retail technology to improve the shopping experiences.
- Voice activation shopping recommended improvised more which allows customers to shop online from LIDL.



# CONCLUSION



- Considering the above study, it can be concluded that modern technologies are very essential for organisational overall growth.
- It can be also concluded that before the introduction of modern technologies company face a lot of issue regarding their financial growth and customer satisfaction.
- The impact on the organisation is clearly shown in this study after introducing modern technologies.
- Finally, the overall concept of modern technologies and implementation along with recommendations to improve more is highlighted in this study.

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A conceptual image with a light blue background. In the foreground, a person's hand is shown holding a laptop. Overlaid on the scene is a digital network graphic. This graphic includes a central globe, several smartphones (one in the upper right, one in the lower right), and a group of white human silhouettes. These elements are interconnected by a web of thin white lines. Small circular icons, each containing a person silhouette, are placed at various points along these connecting lines. The overall theme is digital connectivity and global communication.

**THANK YOU!**  
**ANY QUESTIONS?**